

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SERVICES OF GREEN TRENDS IN TRICHY****MARKETING****Dr. S. SUKUMAR, HEAD****M.Com., M.B.A., M.Phil., PGDCA., PGDIM., Ph.D.****Department of Commerce and Management studies****Parvathy's Arts and Science College,****82/7, Wisdom City, Begambur post, Dindigul****Ms. S. PREETHI DAYANA, M.B.A.****3/174, Sethurappatty, Fathima Nagar Post, E. Pudur, Trichy.****Tamil Nadu, India – 625010.****ABSTRACT**

*Before leave the house each day, human beings have likely undergone our personalized beautification custom included in this ritual is the daily shower and shave, the weekly nail trim, and the monthly haircut and increasingly everyone taking a more holistic view of our health, and our beautification custom may now include a periodic massage and trip to the spa. But the concern with appearance is hardly anything new; indeed the beauty industry has been expanding and growing for all of recorded history. Hence it is important for all the organisations to meet all the customers' expectations and identify that they are satisfied customer. In today's competitive environment delivering high quality service is the key for a sustainable business. The aim of this research was to develop the service quality of Trends In vogue, a Cavin care group company in order to describe how customers perceive service quality and whether they are satisfied with the services offered by Green Trends. A questionnaire was designed and directly the customers of Green Trends were met to determine their satisfaction with service quality delivery in the market. From the analysis, it was found out that the overall service quality perceived by the customers were satisfactory. The results and findings will provide additional information concerning customers' needs, wants and their satisfaction. It will also contribute to research since this study sets the ground for further research in measuring service quality in the service industry.*

**Key Words: Materials used, Saloon industry, Services offered.**

## INTRODUCTION

The beauty services consumption in India has been increasing exponentially since last couple of years. Consumers are becoming more aspiration driven which has led to evolution of concept of grooming and beauty for both male and female segment in order to enhance their appearances. The spa segment which is a new entrant to the beauty and wellness industry has well integrated itself. Consumers are ready to pay a premium to pamper themselves with the spa services.

Rising affluence of middleclass segment has upgraded their consumption lifestyle and increased their willingness to buy beauty products and services. Beauty and spa service providers have started expanding to Tier II and Tier III cities as these markets provide similar potential as their metro counterparts. Operational costs for service providers are also lower in these comparatively smaller towns. Service providers have also started exploring new venues for rejuvenation like airports and hotels. These spas offer 15 or 30-minute dry foot massage, shoulder and back massage, etc. Burgeoning wellness tourism which is supported by Ministry of Tourism has also boosted the industry.

The beauty industry today encompasses far more than cosmetics and skin care products, though they are still a significant portion of the sector. A wide range of services and products are available to help us put our best face forward, and the beauty industry now also encompasses hair styling and hair removal, nail and tanning salons, massage parlors, shower and shaving products, perfumes, colognes and more. Many people now treat their beauty ritual as an escape from the hustle of the information age, whether its a few minutes spoiling oneself with a high-end product or a full day at a luxury spa.

The hair and beauty salon industry in India has been estimated at Rs.6, 900 crore up from Rs.1,500 crore in 2005. It is expected to reach Rs.29, 800 crore in 2015 and surge to Rs.98, 500 crore by 2020. Approximate Market Share of Organized Saloons is 23% vs. 77% of unorganized Players in India.

Green Trends Hair and Style Saloon is pioneer in offering full range of grooming solutions for value conscious consumers. Green Trends offers trendy haircuts and color services, complete skin care solutions and bridal packages, at affordable rates. Equipped with the knowledge on a wide variety of professional hair & skin care products, our well trained professional stylists provide friendly service. The Company began its journey as Chik India and was renamed Cavin Kare Pvt. Ltd. (CKPL) in 1998 with a starting investment of Rs.15, 000/-. The Company manufactures and markets many products under the brand of Chik, Spinz, Fairever, Meera, Nyle, Karthika, Indica, Tex, Ruchi, Chinnis, Maa, and Cavins etc. both in domestic and international markets. The Company has pioneered the concept of 'Family Salons' in India with its specialist brands - Limelite and Green Trends and hence started Trends In Vogue Pvt. Ltd. a Group Company which has a clear-cut focus providing personal styling and beauty solutions to everyone in the family.

It has been offered supportive services to their customers such as Franchisee Induction and Training - Guidance on Site selection - Architect and layout finalizing - Project Handholding - Staff Recruitment Guidance - Pre-launch promotions - Ongoing staff training - Staff Assessment & appraisal process - Guidance in legal & Statutory requirements - Business development support through Promotions - Brand building and PR activities - Quality tracking system - Providing Point Of Sales software - Business Information system - Promotions & Brand building - Vendor Management - Providing business guidelines.

### SERVICES OFFERED

#### SALOON SERVICES – MEN

**HAIR CARE:** Cuts – Shampoo and Conditioning – Hair colouring – Hair Spa – Treatment – Head massages – Advanced styling – Dry & shave – Beard styling. **SKIN CARE:** Facials – Bleaching. **BODY CARE:** Body massage – Pedicure & Manicure – Party make up.

#### SALOON SERVICES – WOMEN

**HAIR CARE:** Cuts – Shampoo, Conditioning and Styling – Colouring – Fashion streaks – Hair Spa – Henna – Advanced Styling – Head Massage – Treatment. **SKIN CARE:** Facials – Bleaching – Threading.

**BODY CARE:** Waxing – Massage – File & Polish – Cuts – File – Pedicure & Manicure – Make up & styling – Mehendi services. **KIDS:** Kids Flick Cut - Kids Cut (Regular) - Kids Hairdo. **EXOTIC SERVICES:** Pinacolada Foot spa – Facials – Pedicure. **BRIDAL SERVICES:** Hair – Skin – Hands and feet – Body – Beauty services – Feet – Hand.

### STATEMENT OF THE PROBLEM

Higher satisfaction level is from the sentimental attachment of customers with the specific brand of product and also with the suppliers. It helps in making a strong and healthy customer suppliers bonding. This bonding forces the customers to be tied up with that particular supplier and chances of defection is very less. Hence customer satisfaction is very important panorama to every supplier and also used to establish a renounced position in the global market and enhances business and profit, so the researcher have undertaken the present study “A Study on Customer Satisfaction Towards the Services of Trend Invogue Private Limited (With special reference to Green Trends).

### OBJECTIVES OF THE STUDY

- ✚ To study the customer satisfaction level of the Green Trends.
- ✚ To know the factors influencing the customer satisfaction in Green Trends.
- ✚ To ascertain the attitude of the respondents towards the services of Green Trends.

### SOURCE OF DATA AND TOOLS USED

Both primary and secondary data were used for this study. This study was conducted from December 2014 to January 2015. Primary data were collected through structured questionnaire from 52 customers in Trichy. It focused on the service-quality and customer-satisfaction issues from a subjective point of view and thus included information such as the industry trend, practices, availability and variety of services, customer complaints, service provider’s behavior and reasons behind that, way of improvement and future thoughts. The questionnaire started with customer profile and continued towards variable specific questions. It has related to the importance rating of the attributes that the customers consider when choosing a parlor. A percentage analysis was used in for the first set of questions. The second set of questions was designed to identify the responses regarding the performance of the parlors on service-quality criteria. These questions were also asked through a 4-point Likert scale, where 1 stands for “Highly Dissatisfied” and 4 stands for “Highly Satisfied.” The other questions addressed issues such as switching tendency, complaints handling process, service. Tabular analysis has been widely attempted in the study. Simple statistical tools like percentage, averages and factor analysis, correlation, chi square test have been made use of in the industry.

## 1. FREQUENCY OF USING SERVICES

Green trend services are utilised by the customers only based on their nature of job, aware about this through the educational qualification and income also influenced to avail this service. Based on the above said factors and also based on situation determine the frequency of usage. The researchers made an attempt to analyse the frequency of using services and results are presented in table no.1.

**TABLE NO -1 FREQUENCY OF USING SERVICES**

S. No	Duration	Low Income		Middle Income		High Income		Total
		Res	Per	Res	Per	Res	Per	
1	Once in a week	0	0	0	0	1	7.14	1
2	Every fortnight	1	10	7	25	2	14.29	10
3	Once in a month	8	80	17	60.72	8	57.14	33
4	Occasionally	1	10	4	14.29	3	21.43	8
Total		10	100	28	100	14	100	

Source: Primary Data.

Table no 1 indicates that 33 respondents using this service once in a month in all the income categories. 10 respondents are availing these facilities at every fortnight. 8 respondents are using these services occasionally and the rest of the respondents getting weekly once. It concluded that majority of the customers have used Green Trends once in a month.

## 2. ANALYSIS OF FACTORS INFLUENCING CUSTOMER TOWARDS GREEN TREND SERVICES

This area focus attention on the behavioural pattern of the customers towards Green trends in Trichy. This section is devoted to unravel the factors influencing the behavioural pattern of the customers towards the Green trend services. The statistical technique 'Factor Analysis' has been adopted for analyzing the behaviour of customers towards Green Trends.

To study the factors influencing customer's attitude towards Green Trend services, principal component method of factor analysis has been used<sup>1</sup>. The terms 'factor', 'factor loadings', 'eigen value', and 'communality' have been used in this analysis. Eigen Value or Latent root or characteristic root is the sum of squared values loadings related to a factor. Communality shows how much of each observed variable is accounted for by the factors taken together.

To make sense of the results of factor analysis one must select the correct rotation. In the study Kaiser Criterion (Varimax orthogonal rotation) has been followed as the coefficients of correlation among the factors have been found to be less than 0.3. Further the columns of the loading matrix which

<sup>1</sup> Hotelling, H. "Simplified Calculation of Principalo Components", *Psychometrika*, Vol. 14, 1935, pp 27-35.

define factors have had several high and low values while the rows of the loading matrix which define variables vis-à-vis factors have had only one high value. In the present study the researcher has identified more than 13 variables and an attempt has been made to find out the factors influencing the customer attitude and services such as 'service process', 'Tele response' towards Green Trends. The available theory points out that the consumer behaviour depends upon a number of services which are inter-related or inter-dependent. The principal component method of factor analysis has been employed to study the pattern of mutual inter-dependence among these variables using Kaiser Varimax criterion. In the present analysis variables with factor loadings more than or equal to 0.5 have been taken for discussion<sup>2</sup>. All the variables have been selected for discussion. The selected variables have been assigned to a factor on the basis of their factor loadings.

### 3. EXTRACTION OF FACTORS UNDERLYING CONSUMER BEHAVIOUR TOWARDS USING GREEN TRENDS SERVICES:

The beauty-care service industry is one of the flourishing industries in India, the capital and largest city, in terms of population density, in India. The growing number of beauty-conscious men and women and their demand for variety of services cater to the growth and importance of this industry. This study aims at measuring the service quality and customer satisfaction level of high-end parlors in India. Other purposes of this study are to assess the importance of different attributes of customer's preference, evaluate the service quality level and the extent of customer satisfaction and reveal the final factors that create customer satisfaction. This study includes the questionnaire survey collected directly to 52 customers of high-end beauty parlors of Trichy city. The findings show that customers put utmost importance in issues such as the service provider's behaviour, knowledge, environment, counseling system and affordability of the parlors. The customers of the high end parlors are highly satisfied with the environment, executive's politeness, and complaint handling system, trustworthiness and materials. The politeness of the service providers, knowledge level of the executives and safety and hygiene issues are also satisfactory. Factor analysis (Principal Component Analysis) has been carried out by taking fifteen variables and the result indicates that four service quality factors are creating customer satisfaction. These factors are Process Factor, Service Factor, Environmental Factor and Promotional Factor. The results of the rotated component matrix and KMO analysis presented in table no 2.

**TABLE NO. 2 ROTATED COMPONENT MATRIX OF SELECTED VARIABLES FOR USING SERVICES OF GREEN TRENDS**

ATTRIBUTES	F1	F2	F3	F4	Com.
Service Process	<b>.843</b>	.258	.139	.043	.798
Tele Response	<b>.761</b>	.197	.308	-.248	.775
Service Provider Behaviour	<b>.750</b>	.160	.193	.152	.649
Time Schedule	<b>.671</b>	-.004	.402	-.034	.613
Mode of Payment	<b>.616</b>	.232	.060	.114	.449
Addressable of Customer Complaints	.202	<b>.826</b>	.173	.222	.802

<sup>2</sup> Comrey, A.L. (1973) **A First Course in Factor Analysis**, quoted by Babbara, G. et.al. in **Using Multivariate Statistics**, (New York: Harper and Row Publishers, 1983), p .411.

Service Quality	.473	<b>.801</b>	.004	-.038	.866
Professionalism of Service Provider	.264	<b>.753</b>	.046	.292	.724
Greetings on Arrival	.414	<b>.677</b>	.013	-.198	.670
Parking Facility	.144	-.021	<b>.834</b>	.185	.751
Cleanliness and Hygiene	.154	.384	<b>.801</b>	-.125	.828
Location	.314	.025	<b>.507</b>	-.215	.240
Discounts and Complaints	-.063	.189	.125	<b>.807</b>	.707
Price	.513	-.018	.293	<b>.586</b>	.693
Ambience	.427	.390	.198	<b>.513</b>	.637
<b>Eigen value</b>	<b>5.663</b>	<b>1.783</b>	<b>1.469</b>	<b>1.289</b>	
Percent of Variance	25.204	19.44	12.807	10.869	
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>					<b>.685</b>
Bartlett's Test of Sphericity	Approx. Chi-Square		336.907		
	df		105		
	Sig.		.000		

Source: Primary Data.

The first factor has explained 5.663 per cent of the total variations and encompasses the following variables 'Service Process, Tele Response, Service Provider behaviour, Time Schedule and Mode of Payment'. In the factor all the variables have been positively loaded and the level of utilization belongs to above said factors has a high positive correlation. It implies that all the variables in the factor have positive influence on the customer intention to prefer Green trends. The factor has been termed as '**Process Factor**'.

The second factor has been represented by the variables such as addressal of Customer Complaints, Service quality, Professionalism of service provider, Greetings on arrival by Green trends. This factor has explained with 1.783 per cent of the total variations. All the variables are positively loaded and so it means that this factor has a positive influence on the customer intension to prefer Green Trends. It also shows that the customer intension has been influenced mainly because of 'service' factor. All the variables are related to documents and hence the factor can be named as '**Service factor**'.

The variables such as location, parking facility, cleanliness and hygiene are the third factor. It has accounted for 1.469 per cent of the total variations. The loadings in this factor have been positive. As all the variables in this factor naturally pertain to the infrastructure, so that the factor has been named as '**Environmental Factor**'.

The 'Ambience, Price, Discount and offers schemes have been dominating variables in the fourth factor and it has explained 1.289 per cent of the total variations. The factor loading of the variables have been positive. The factor could be called '**Promotional Factor**'.

#### 4. ASSOCIATION BETWEEN INCOME AND DURATION OF AVAILING SERVICES

Degree and type of relationship between any two or more quantities (variables) in which they vary together over a period; for example, variation in the level of expenditure or savings with variation in the level of income. A positive correlation exists where the high values of one variable are associated with the high values of the other variables. A 'negative correlation' means association of high values of one with the low values of the others. Correlation can vary from +1 to -1. Values close to +1 indicate a high-degree of positive correlation, and values close to -1 indicate a high degree of negative correlation. Values close to zero indicate poor correlation of either kind, and 0 indicates no correlation at all. While correlation is useful in discovering possible connections between variables, it does not prove or disprove any cause-and-effect causal relationships between them. Degree and type of relationship between any two or more quantities variables in which they vary together over a period.

Correlation is the statistical analysis which measures and analyses the degree or extent to which two variables fluctuate with reference to each other. The correlation measure the closeness of the relationship between the variables.

The researcher has made an attempt to analyse the relationship between the monthly income and providing kinds of products. It is analysed through SPSS with variables and presented result in table no 3.

**TABLE NO. 3 RELATIONSHIP BETWEEN INCOME AND DURATION OF AVAILING SERVICES**

Particulars		Income	Duration
<b>Income</b>	Pearson Correlation	1	-.031
	Sig. (2-tailed)	-	.830
	N	52	52
<b>Duration</b>	Pearson Correlation	-.031	1
	Sig. (2-tailed)	.830	-
	N	52	52

Source: Primary Data.

It is inferred that in table no 3 the income is not closely related to the duration of availing services. It concludes that Quality is the base for availing the kinds of services. That result is based on the 0.05 percent level of significance. It has been proved through the above results. Pearson correlation value is -.031. I have adopted two tailed significance.

#### 5. ASSOCIATION BETWEEN SOCIO ECONOMIC FACTORS AND DURATION OF AVAILING SERVICE

A measurement of how expectations compare to results. The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from Independent variables and be drawn from a large enough sample. For example, the results of tossing a coin 100 times would meet these criteria.



Ho = Gender does not influence; H1 = Gender influence investors attitude

The researcher made an attempt to analyse the relationship between the socio economic factors and duration of availing services from the Green trends through chi square test. The results are presented in table no 4.

It is observed from the above table 4 that the calculated chi-square value is less than five percent critical value for the sources 'First time', '6 months to 1 year', '1-3 years', 'more than 3 years' and word of mouth in gender, occupation, qualifications, in all the factors,

**TABLE NO 4. ASSOCIATION BETWEEN SOCIO ECONOMIC FACTORS AND DURATION OF AVAILING SERVICE**

Particulars	Gender	Age	Income	Occupation	Qualification
First time	0.944	<b>9.584</b>	0.874	3.80	4.282
6 months to 1 yr.	0.233	1.435	1.40	2.942	0.774
1yr. – 3yrs.	2.096	4.647	3.978	6.006	1.256
More than 3 yrs.	2.016	3.583	<b>9.015</b>	2.949	1.173

Source: Primary Data.

Hence the null hypotheses for these sources are accepted. Hence it can be concluded that there is no association between the sources 'First time', '6 months to 1 year', '1-3 years', 'more than 3 years' and word of mouth in gender, occupation, qualifications. The chi-square value is also greater than five percent critical value for the sources 'Age' and Income'. Hence the null hypothesis for this source is rejected. Hence it can be concluded that there is an association between the source 'Availing the service' in age and income. It is inferred from the above table that the computed value is less than the table value. Hence the Ho is accepted.

## 6. ANALYSIS OF CONSUMER ATTITUDE

Attitudes are an expression of inner feelings that reflect whether a person is favourably or unfavourably predisposed to some 'object'. A whole universe of consumer behaviour includes consistent purchase, recommendations to others, top rankings, beliefs, evaluations and intentions are related to attitudes. In Likert's scaling technique, the answers supporting the statement fully are given the maximum score of five or three while the answers on the other end receive a score of one. The score value was totalled for each question and was divided by the maximum possible score and multiplied by one hundred. The final statement score represents the extent of the support to the statement mentioned in the question.

A Likert item is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally the level of agreement or disagreement is measured. It is considered symmetric or "balanced" because there are equal amounts of positive and negative positions. Often five ordered response levels are used, although many psychometricians advocate using seven or nine levels; a recent empirical study found that a 5- or 7- point scale may produce slightly higher mean scores relative to the highest possible attainable score, compared to those produced from a 10-point scale, and this difference was statistically significant. In terms of the other data characteristics, there was very little difference among the scale formats in terms of variation about the mean, skewness or kurtosis



## 7. LEVEL OF SATISFACTION TOWARDS GREEN TRENDS

Now a day's so many qualities considered to know the level of satisfaction likely, quality, life of service, cost, time duration, with side effects, availability, customer care, proper material handling, proper advice to their customers and etc... The researcher made an attempt to know the level satisfaction and it is presented in table no 5.

**TABLE - 5 LEVEL OF SATISFACTION TOWARDS GREEN TRENDS**

S. No	Duration	Low Income		Middle Income		High Income		Total
		Res	Per	Res	Per	Res	Per	
1	Extremely Satisfied	4	20	16	80	10	50	30
2	Slightly satisfied	6	24	12	48	04	16	22
3	Neutral	0	0	0	0	0	0	0
4	Slightly dissatisfied	0	0	0	0	0	0	0
5	Extremely dissatisfied	0	0	0	0	0	0	0
Total		10	44	28	128	14	66	52
		$44 / 50 \times 100 = 88 \%$		$128 / 140 \times 100 = 91.43 \%$		$66 / 70 \times 100 = 94.29 \%$		

Source: Primary Data.

Table 5 highlights the opinion regarding the level of satisfaction of the respondents towards the Green trends organisation. 94.29 percent of high level income category respondents, 91.43 middle level income category respondents and 88 percent of low level income category respondents are extremely satisfied towards Green Trends services.

## 8. RESEARCH FINDINGS

Analysis of customer satisfaction level, attitude, factors influencing for satisfaction, association between the variable and relationship between the variables have been explained.

1. For this study primary data's are classified based on level on income. It has been classified low level income category (10 respondents), middle level income category (28 respondents) and high level income category (14 respondents).

2. Majority of the respondents are female in low and high level income category and 64.29 per cent of male respondents in middle level income category used for this study.

3. 70 percent of Low level income, 60.72 percent of middle level income respondents and 57.14 percent of high level income respondents falls in the age group 21 to 35 years. Low percentage of middle and high level income category respondents comes under 13 to 20 years age.

4. Professional category of respondents mainly aware this service and avail regularly such as 70 percent of low level income respondents, 57.14 percent of high level income of respondents and 53.57 percent of middle income respondents. Student category of respondents are 28.57 percent in middle income category, 14.3 percent in high level income category and 10 percent in low income category known this green trend service.

5. More than 60 percent of the respondents in all the category of incomes working as a professionalist.

6. Majority of the respondents 80 percent in low income category, 60.72 percent in middle income category and 57.14 percent using high income respondents are using this service once in a month.

7. The beauty-care service industry is one of the flourishing industries in India, the capital and largest city, in terms of population density, in India. The first factor has explained 5.663 per cent of the total variations and encompasses the following variables 'Service Process, Tele Response, Service Provider behaviour, Time Schedule and Mode of Payment'. The factor has been termed as '**Process Factor**'.

The second factor has been represented by the variables such as Addressal of Customer Complaints, Service quality, Professionalism of service provider, Greetings on arrival by Green trends. All the variables are related to documents and hence the factor can be named as '**Service factor**'.

The variables such as location, parking facility, cleanliness and hygiene are the third factor. It has accounted for 1.469 per cent of the total variations. As all the variables in this factor naturally pertain to the infrastructure, so that the factor has been named as '**Environmental Factor**'.

8. Income is not closely related to the duration of availing services. It concludes that Quality is the base for availing the kinds of services. That result is based on the 0.05 percent level of significance.

9. Majority of the sample of the respondents availing these services from green trends 1 year to 3 years in the entire income category. It is evident that the minimised respondent using first time.

10. The calculated chi-square value is less than five percent critical value for the sources 'First time', '6 months to 1 year', '1-3 years', 'more than 3 years' and word of mouth in gender, occupation, qualifications, in all the factors, Hence the null hypotheses for these sources are accepted. Hence it can be concluded that there is no association between the sources 'First time', '6 months to 1 year', '1-3 years', 'more than 3 years' and word of mouth in gender, occupation, qualifications. The chi-square value is also greater than five percent critical value for the sources 'Age' and Income'. Hence the null hypothesis for this source is rejected. Hence it can be concluded that there is an association between the source 'Availing the service' in age and income.

11. Majority of more than 82 percent of the respondent in low and middle level income category and more than 67 percent of the respondents in high income category people agreed the worth of services which are given by the Green Trends.

12. More than 90 percent are definitely recommended Green trends to others. The recommendation scores given by the sample of respondents in low level income 94 percent, 90.71 percent in middle level income and 94.29 percent high level income category.

13. Majority of the respondents are extremely satisfied towards Green Trends services.

### SUGGESTIONS

- ✚ Many customers highly satisfied with the services of the Green Trends, so the services are good.
- ✚ The customers are expecting more discounts and offers for the services.
- ✚ Some customers have suggested cleanliness and hygiene to be concentrated in offering services.

### CONCLUSION

The present study on the customer satisfaction towards the services of Green Trends in Trichy city will be highly useful to the organisation in reviewing its services regarding the customer satisfaction and brand strategy. The experience gained by the researcher through this study will facilitate going along way in his life and the researcher is grateful to each and every individual who has made it possible. The present study may help the future researchers to make an in depth analysis in this area. If this piece of work is founded to be useful in any way for any future studies, the researcher would feel happy for his contribution to this discipline.

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